

**Re: FCC Docket No. 04-233**

My name is Paul Koering, and I am a member of the Minnesota State Senate.

I'm writing concerning the Localism Notice of Proposed Rulemaking and asking the FCC to rethink this backward, re-regulatory slide toward a level of governmental micromanagement that was thoroughly repudiated and discarded by the FCC some 25 years ago.

Minnesota broadcasters are keenly aware of the critical need to be relevant and responsive to their listeners and viewers and the marketplace mechanism is sufficient to insure that broadcasters are being sufficiently responsive to their communities of license and surrounding service areas

The new regulations proposed in 04-233 will do little to enhance localism as practiced by the radio and television stations in Minnesota and specifically in my District 12 which covers Central Minnesota including the cities of Little Falls, Brainerd and Baxter.

I am personally familiar with the operations of many of the radio stations in my district, both from my career in public service and as a radio listener. They all excel in their service to the community. In fact, WJJY-FM, in Brainerd/Baxter has received three Crystal Awards for Community Service from the National Association of Broadcasters just in the last seven years.

The proposal to establish permanent advisory boards to tell broadcasters which local issues to address is completely unnecessary. The broadcasters in my district only stay in business by being sensitive to the needs of their communities. Again I refer to WJJY which produces a daily show called Community Focus which presents public issues, community leaders, educators, health experts and many non-profit organizations along with their messages and initiatives. They are ascertaining the needs of the Brainerd Lakes Area daily.

I also take issue with new requirements that will burden my local broadcasters with additional expense with no subsequent

enhancement to their service to the local community, specifically the Main Studio Location rule and the Remote Station Operation rule. In both cases, the additional cost of these rules will force broadcasters to cut back in areas which are already proven to be effective in serving the communities needs.

Frankly, when I consider the contributions and service of the broadcasters in my part of Minnesota, I wonder why the FCC is spending time and tax dollars to pursue this unnecessary and expensive project.

Sincerely,  
Paul Koering  
State Senator  
Minnesota District 12